

Contact

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Top Skills

Performance Reporting

Search Ads 360

Meta ads

Certifications

Search Ads 360 Certification Exam

Google Ads Mobile Certification

Advanced Google Ads

Microsoft Excel 2016: Introductory

Pradeep Singh Dasauni

Paid Search Senior Associate | Google Ads & Performance Marketing | SA360 · DV360 · GA4/GTM | Ex-Cognizant
Gurugram, Haryana, India

Summary

I'm a Paid Search and Performance Marketing professional with hands-on experience in SEM, Google Ads, Google Ads Editor, SA360, DV360, GA4, and Google Tag Manager. My work focuses on building, managing, and optimizing paid search campaigns with attention to campaign structure, keyword strategy, search term analysis, bidding, budget pacing, ad copy performance, conversion tracking, and performance reporting. I use Google Ads and Google Ads Editor for campaign creation, bulk updates, account management, and ongoing optimization. I also work with Search Ads 360 and DV360, giving me exposure to both paid search and broader programmatic advertising workflows. My core areas of expertise include: Paid Search Search Engine Marketing (SEM) Google Ads Google Ads Editor Search Ads 360 DV360 Campaign Optimization Keyword & Search Term Strategy Bidding & Budget Management Conversion Tracking GA4 & Google Tag Manager Performance Analysis & Reporting I'm currently working as a Paid Search Senior Associate at Digital Minds Group, where I continue to deepen my expertise in search advertising, account optimization, measurement, and performance marketing. On LinkedIn, I share practical insights around Google Ads, SEM, Paid Search, DV360, programmatic advertising, campaign optimization, and measurement. My focus is simple: practical paid-media knowledge, real campaign learnings, and better ways to improve advertising performance.

Experience

Digital Minds Group (IN)

Paid Search - Senior Associate

July 2026 - Present (3 months)

Gurugram

Cognizant

3 years

Senior Performance Marketing Specialist

October 2025 - July 2026 (10 months)

Gurugram

Build full-funnel Google Ads strategies using Search, Performance Max and Demand Gen formats

Monitor daily pacing and optimize budget allocation in Google Ads and SA360 to maximize delivery efficiency

Managed and optimized DV360 programmatic campaigns for large-scale accounts with significant monthly media spend.

Analyze large datasets in Excel (Pivot Tables, XLOOKUP) to refine audiences, adjust bids, and improve placement quality

Tools: DV360 · Google Ads · SA360 · GA4 · Excel

Paid Media Executive

August 2023 - October 2025 (2 years 3 months)

Gurugram, Haryana, India

Managed the end-to-end execution of Google Ads (Search, Display) and Meta Ads campaigns, overseeing a monthly media budget of \$10,000+.

Optimized bidding strategies, keyword targeting, and audience segments to reduce Cost Per Acquisition (CPA) by 22% while maintaining target ROAS.

Conducted regular A/B testing on ad copy and creatives, resulting in a 17% increase in overall Click-Through Rate (CTR).

Analyzed campaign performance utilizing GA4 and Excel (Pivot Tables, VLOOKUP) to generate actionable insights and weekly performance reports for stakeholders, contributing to a 15% improvement in conversion rates.

Tech Mahindra

Customer Service Associate

August 2022 - June 2023 (11 months)

Chandigarh, India

Handled an average of 40+ client inquiries daily via omnichannel support, consistently maintaining a Customer Satisfaction (CSAT) score above 95%.

Troubleshoot complex client escalations and collaborated with cross-functional teams to resolve technical issues, reducing average resolution time by 20%.

Managed multiple client interactions simultaneously in a fast-paced environment while ensuring 100% data entry accuracy within the CRM system.

Demonstrated strong adaptability and multitasking skills to meet rigorous daily SLAs and performance metrics, consistently achieving 98%+ SLA adherence.

Freelance

Independent Digital Marketing Consultant

March 2020 - July 2022 (2 years 5 months)

Pithoragarh, Uttarakhand, India

Passionate about digital marketing and started my journey through self-learning using YouTube channels like WsCube Tech and Umar Tazkeer, along with Skillshop and Udemy courses.

Managed Google Ads (Search, Display & YouTube) and Meta Ads campaigns for SMBs focused on lead generation and local business growth. Worked on hyperlocal targeting, GTM & GA4 conversion tracking, and campaign optimization to improve CTR, CPL, and ROI.

Education

Kumaun University (KU), Nainital

Bachelor of Science - BS, Mathematics and Statistics · (July 2016 - February 2020)